



Over the past decade, pharmaceutical companies have faced an ever-changing, competitive business environment. Increasing demand for innovation, pressure to bring products to the marketplace at a faster pace, and the intricacies of formulating new agreements within managed care environments have required that organizations adapt and develop new approaches. Companies have responded by creating more team-based organizations, developing strategic alignments, executing global strategies, and demanding that people work together and collaborate in new and different ways.

SMS has worked with dozens of pharmaceutical companies to provide the skills that managers and professionals need to excel in this dynamic environment. Following are some recent examples of work we have done with various organizations:

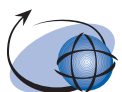
- Designed and delivered advanced negotiation training for area business managers and account management teams who handle national and managed care accounts to foster better customer agreements and direct internal resources to support those agreements.
- Provided customized training domestically and internationally to Clinical Research Associates to enhance their influence effectiveness when dealing with home office personnel and with clinical field staff conducting drug trials.
- Worked with product managers to help them develop and implement strategies to gain support for their ideas for new products and services.
- Tailored negotiation workshops in Spanish and Portuguese for Key Account Managers throughout Latin America as part of a global sales strategy initiative.
- Worked with a market analytic group and various regulatory groups to develop and enhance their influence and negotiation capabilities.
- Implemented influence and negotiation skills training for the Pharmaceuticals, R&D, Clinical Laboratories, and Consumer Products divisions as part of a shared services curriculum to enhance quality and ensure a consistent approach while reducing expenses.
- Trained regional Medical and Oncology Associates in influence skills to support their interactions with physicians, hospitals, and sales representatives.

SMS provides on-site programs, consulting services, public workshops, and trainer certification options. Founded in 1976, we currently work with clients in 40 countries and in 15 languages.

For further information on how SMS can help your organization, please contact your account manager or SMS. We will be happy to provide references from clients in the pharmaceutical industry.

Our clients in the pharmaceutical industry include:

**Abbott Labs • Aventis • Baxter Pharmaceutical • Bayer • GlaxoSmithKline • Johnson and Johnson
• Merck and Co. • Pfizer, Inc. • Roche Laboratories • TAP Pharmaceuticals • Wyeth**



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